

## Social Media group Assignment

Due date 21/12/1433 – 6/11/2012

You work on group and complete a 10 pages written report on "firm engagement on Social Media". It is recommended to that you complete the report in the following manner:

1. Identify the firm that you wish to study, and whether you wish to evaluate its use of facebook, Twitter, or YouTube.
2. Keep a daily diary of the firm's use of social media for at least 10 days worth observations. Some suggested items to keep track for each day:
  - a. Measure of firm's popularity (i.e., likes, followers, comments, re-tweet, @mentions, hashtags...).
  - b. Frequency of activities (i.e. posts, links, tweets, likes, updates, etc...).
  - c. Measure of firm's interaction with other entities (i.e. responding to consumer complaints/comments/questions).
  - d. Usage of pictures and videos.
3. With the diary of observations. You should get a good sense of how active the firm is with social media, and how effective the firm is at leveraging this technology. You should attempt to determine whether their use of social media fits with the firm's overall objectives.